

### NEW LIGHT RATE READY TO PASS

Chinese Puzzle "Ready-to-Serve" Clause" is Restored to the Ordinance.

#### LAMBERT FIGURES BIG SAVING

The electric light and power rate ordinance has been recommended by the city council, in committee of the whole, for passage at the regular meeting this morning. The main features of the measure are: Primary rate reduced from 11 to 8 cents; secondary rate, 6 to 5 1/2 cents, for residence lighting, and reductions from 11 and 6 to 8 and 5 1/2 cents for commercial lighting.

Assistant City Attorney Lambert told the commissioners that this schedule of rates would mean an aggregate reduction of nearly \$150,000 a year to patrons. The council decided to retain the present system of determining the primary, or initial quantity, based upon lamp capacity, and cut out the 50-cent minimum from the Dahlman ordinance.

Commissioner Ryder protested against the passage of the ordinance just before an election and announced that he reserved the right to have the matter reconsidered at a later date.

On invitation from the commissioners Victor Rosewater expressed his views, declaring that the only fair way to determine the initial quantity is on the actual amount of current used as measured by a meter. Mr. Lambert said he was inclined to believe there is a lot of "piffle" in the "readiness to serve" system used by the light company in charging the primary rate, but advised the council nevertheless to stick to it.

"There is no uniformity under the present lamp measurement system," said Mr. Rosewater, "nothing to serve as a guide. The readiness-to-serve method is wholly arbitrary. It leaves the company free to charge anything they want for the initial quantity. It might be well to make several classifications, but each class should be on a uniform basis."

#### Wait Till Election is Over.

Mr. Ryder declared it is "poor business and poor politics" to pass an ordinance (Continued on Page Two, Column Four.) hastily at this time. "I would prefer if the council had the moral courage to hold this over until after election."

Commissioner Butler insisted no snap judgment was being taken; that he did not see anybody appearing in the council chamber demanding 6-cent electricity.

Mayor Dahlman and Attorney Lambert stated that the flat 6-cent rate promised by the anti-administration candidates would have the effect of actually increasing the revenue of the light company nearly 100 per cent, as most of the current is now being sold for less than 6 cents.

#### Power Rates.

The new schedule contains these rates for retail power: First 200 kilowatt hours, reduced from 9 to 5 cents; next 400 hours, reduced from 7 to 4 1/2 cents; next 1,000 hours, reduced from 5 to 3 1/2 cents; excess of 2,000 hours, 2 cents per hour, which is the present rate. The rate for wholesale power current was not revised. Heating and battery charges, reduced from 6 to 5 1/2 cents per hour.

The reduction of 5 per cent for payment within ten days has been retained.

Attorney Lambert figures that the average reduction will be about 15 per cent. He cited as a typical residence case, one in which the monthly bills would be reduced about 26 per cent.

### P. O. Receipts Show Big Increases Here

An increase of over 12 per cent in April postoffice receipts is reported by Assistant Postmaster James I. Woodard, chief of the finance division of the local department. This was the total receipts for the month were \$122,758.54, as against \$110,214.67 in April, 1914, an increase of \$12,543.87, or 12.2 per cent.

### MRS. W. A. SMITH HEADS SADLER CHAPTER OF D. A. R.

Mrs. William Archibald Smith was elected regent of the Major Isaac Sadler chapter of the Daughters of the American Revolution, at a meeting held Saturday at the public library. Mrs. Smith replaces Mrs. R. E. McKelvey, who was the organizer and first regent of the chapter. Mrs. E. S. De Laney is the vice regent; Mrs. F. K. Hanforth, recording secretary; Miss Caroline Barlow, corresponding secretary; Mrs. J. P. Weir, registrar; Miss Minnie Eldridge, treasurer; Miss Ida Crowell, historian, and Mrs. Earl E. Stanfield, chaplain. Mrs. Smith, who is in the east attending the Daughters of the American Revolution congress and the meeting of the Daughters of 1812, returns home Tuesday morning.

### SWEDISH SINGERS ARE GIVEN AUTOMOBILE RIDE

Swedish business men of Omaha and South Omaha on Sunday entertained Joel Mosberg of Chicago and members of the local Swedish singing society with an automobile ride about Omaha. The singers gave several numbers at the Florence pumping station and at Immanuel hospital and were served a lunch at the Swedish auditorium. Mr. Mosberg expects to return to Omaha next year when the Swedish musical festival is staged.

### ONLY SIX CASES OF TYPHOID FEVER HERE THIS YEAR

During the first four months of this year there were only six cases of typhoid fever reported to the health office. The following contagious disease cases were reported during April: Scarlet fever, twenty-six; diphtheria, twenty-one; measles, 129; typhoid, two; smallpox, twenty-one; chickenpox, twenty-four.

### JOE LOTZ RELEASED BY CARDS TO SEATTLE CLUB

Joe Lotz, former Bourke hurler, has been sent back to the minors by the St. Louis Cardinals. Lotz was released to the Seattle club of the Northwestern league. Lotz went up to the Cards from Oshkosh. He went to Oshkosh from Grand Island, to which club he was released by Bourke.

### New Stunts Pulled Off in Big Parade of 101 Ranch Show

"They're certainly well heeled for Indians," said a bystander, viewing the 101 Ranch wild west parade on the streets of Omaha yesterday morning. And he was right, for one would think such an aggregation of Indians had not congregated in one spot since the days of Wounded Knee.

And such a collection of new "chaps," buckskin shirts, beaded cuffs and rawhide lariats. No there was not the bunch of brown cloth painted to look like cowhide and buckskin, but there were real buckskin shirts and cowhide "chaps."

Only four Comanches appeared in the entire parade. It is easy to imagine that these wild warriors are hard to retain in America today doing a galloping, sword-twirling feat for a few tinney a day when there is a chance to gallop roughshod over the trenches west of Warsaw and clip off real instead of imaginary heads.

A new feature of the parade was the carrying of a huge first-aid blood Texas steer on a fenced platform high on a circus wagon. Two buffaloes were also hauled through the streets in the same manner.

The clanking circus wagons drawn by eight gleaming white horses, the half dozen bands, the painted clowns and the callopo were features of the long parade that drew the attention of the boys.

### Big Touring Car Turns Turtle on the Millard Road

A big touring car containing six persons turned turtle on the road near Millard some time between 8 and 9 o'clock Sunday evening, and several of its occupants were more or less injured. The car is said to have been driven by Miss Agnes Duffy, and in the party were reported Miss Nell Lovely, Miss McCaffrey, and C. Foster, and two other young men whose names could not be learned. Mr. Foster was reported to have been the most severely injured, suffering several cuts and bruises. Miss McCaffrey was also scratched considerably. How the car happened to turn turtle is unknown.

### Minister Declines to Give Out Cards With Biblical Lore

Chairman Flynn received from a Protestant minister, whose name is not being disclosed, a package of 250 undressed envelopes containing the names of the "Big Six" on cards and printed slips and bearing a Bible reference. "Wherefore, brethren, look ye out, men of honest report, full of wisdom, whom ye may appoint over this business," this minister told Mr. Flynn he declined to distribute the envelopes to his congregation, Sunday, because he does not believe it is fair to make himself a party to the printed inference that only one set of men are of "honest report and full of wisdom," when there are others who are also honest and who have wisdom.

### Germs Can't Stay With This Treatment

No Impurities Can Retain  
A Foothold—They're  
Driven Out.



The action of S. S. S., the famous blood purifier, is direct from the moment it enters the stomach. Unlike food that must be acted upon by the digestive juices, S. S. S. goes at once into the blood, and in less than five minutes has traversed the entire circulation.

It now rapidly spreads its medicinal action in the fine network of blood vessels and is like giving the blood a thorough bath, to overcome eczema, blood risings, boils and other eruptive conditions. It can not harm any part of the system. It does not lodge in the joints as do mercury, arsenic and other minerals frequently to be found in blood remedies. It is a natural medicine for the blood, just as essential to health if germs have gotten the upper hand as is nutritious food if after a spell of sickness the body calls for nourishment. Wherever you go you are sure to meet some one who used S. S. S. for the blood and is a willing witness to its wonderful power to overcome blood troubles. You can obtain S. S. S. in almost any drug store in the U. S. A. A significant fact as to its worth and its sterling reputation. Get a bottle today. It will do you good. Write to The Swift Specific Co., 104 Swift Bldg., Atlanta, Ga., if the directions with the bottle do not fully cover your case.

### Old Style Lager

#### SAFETY FIRST

The low percentage of alcohol purposely maintained in the brewing of this beer is helpful to the system.

G. Heileman Brewing Co., La Crosse, Wis., U.S.A.  
LERCH & VAN SANDT  
Wholesale Distributors  
311 S. 17th St. Omaha, Neb.  
PHONE Douglas 2155



### PIONEER OMAHA WOMAN DIES

Miss Ella Bracken Falls on Street and Expires at Her Room Shortly Afterward.

#### WELL KNOWN CHURCH WORKER

A few minutes after she asserted, "I'm all right again," following an attack of heart failure near Sixteenth and Farnam streets at noon, Miss Ella Brackin, a pioneer Omaha church woman, died in her apartment at the Harley hotel. She was 82 years of age, the second daughter of the late J. H. Brackin, founder of Forest Lawn cemetery, and was quite wealthy from holding residence properties all over Omaha, left her by her father. At one time the family lived at Fourteenth and Davenport streets, the present site of the Creighton Medical college.

In 1864, when Miss Brackin was 2 years old, the family emigrated from Carrollton, O., her birthplace, and made the entire trip to Omaha overland in an old-fashioned carriage. On the day they intended to start, Miss Brackin fell down stairs and suffered a fractured skull, which delayed their trip to Nebraska several months. They first settled at Florence, where the father engaged in business. The Forest Lawn cemetery lands were one of the farms he acquired.

#### Owning Considerable Property.

Miss Brackin's property is said to be worth \$75,000. Mrs. Anna J. Huestis, a sister, living at 1811 Binney street, is the only surviving member of the family.

Detailed directions for her funeral were left by Miss Brackin, including the order that she be buried in Forest Lawn cemetery, formerly her father's farm, in clothes which she had packed away for the purpose. She had suffered severely from heart trouble for many years, and made all preparations for death, which she confided to Mrs. Edwin Hart Jenks, wife of the pastor of the First Presbyterian church, of which Miss Brackin was an early member.

#### Kept Flowers on Pulpit.

One of her special church interests was to keep the pulpit supplied with fresh flowers, which she carried to sick members of the congregation after each Sunday morning service. She was also active in the Ladies' Missionary society and head of the home visiting department of the Sunday school.

Her fatal attack of heart trouble began at 11:30 o'clock this morning in front of the Schiltz hotel on Sixteenth street. Robert Dempster, an elder of her church, happened to be passing. He and Paul Doane of the Electric Garage company removed Miss Brackin to her rooms at the Harley. On the way she remarked that she felt all right again, but shortly after that she became unconscious and died before Dr. W. S. Gibbs reached the bedside. She attended church Sunday morning, but an attendant had to be called to care for her in the afternoon.

### CHERRY SISTERS SWEAR OFF BURLESQUE SHOWS

The perennial Cherry Sisters, Effie and Addie, have sworn off. Never again will they appear upon the burlesque stage.

"We are refined artists and comedians. We have been appreciated wherever we have played all over Iowa," declared Effie, the spokeswoman of the duo.

Effie has also sprung into the author's class. "Nobody's Child," a thrilling melodrama in five acts, is her masterpiece. Effie threatens to become desperate and produce the thing herself if she has to coax eastern producers any longer to put it on.

Effie and Addie, all that remains on the stage of Ella, Lizzie and Jessie Cherry, are Cedar Rapids stock, who claim to have first essayed Theophrastus roles twenty years ago. They are playing at the Gayety this week.

### VISITING NURSES TO GIVE TEA WEDNESDAY AFTERNOON

The April reports for the Visiting Nurse association show 1,143 calls made upon 29 patients during the month. The work is under the direction of Miss Ross Randall.

The board of directors of the Visiting Nurse association will give a tea Wednesday afternoon at 4 o'clock in the association rooms at the city hall, for all the women who have been sewing industriously during the winter months and for all interested in the Visiting Nurse work.

#### POLITICAL ADVERTISING.

## VOTE FOR DAN. B. BUTLER

(Present Commissioner of Finance)



FOR  
City  
Commissioner

He Has Made Good—Look Up His Record

### Thomas McGovern Candidate for Re-election as City Commissioner

Is at present in charge of the Department of Public Improvements. He has proven himself to be an honest, efficient and economical official, and worthy of the support of all who believe in a full return for every dollar of the people's money.

Election May 4th

Vote for Him May 4

#### POLITICAL ADVERTISING.

## VOTE FOR DAN. B. BUTLER

(Present Commissioner of Finance)

FOR  
City  
Commissioner

He Has Made Good—Look Up His Record

### POLITICAL ADVERTISING.

## Vote for Chas. H. Withnell

—for—  
City  
Commissioner



Election May 4th

Vote for Him May 4

#### POLITICAL ADVERTISING.

## Vote for Joseph B. Hummel

FOR  
City  
Commissioner



FOR  
City  
Commissioner

For recommendation investigate his record in the Department of Parks during the past three years.  
Election May 4.

# To the Citizens of Omaha

In the Omaha Daily News of Saturday last appeared the following editorial statement:

"No wonder, then, that the electric light company is echoing the Commission's slogan: 'Let Well Enough Alone', and is found vigorously supporting every man of them."

That statement is unqualifiably false in word and in spirit.

The Omaha Electric Light & Power Company is a purely commercial organization; a public service and public-serving corporation.

It is deeply interested in the growth and welfare of Omaha.

It is not interested in any party or faction.

It does not "echo" anybody's slogan.

It does not support and is not supporting—vigorously or otherwise—any candidate for any office.

It has no place in politics, desires no such place and would not have it if it could.

And it will not hereafter be silent when it is slandered. Whenever it can locate the liar it will not hesitate to tell him that he lies.

GEO. H. HARRIES,  
President Omaha Electric Light & Power Co.

## A. C. KUGEL

CANDIDATE FOR  
City Commissioner  
ELECTION  
MAY 4th

Mr. A. C. Kugel, as superintendent of police, sanitation and public safety, seeking re-election, needs no introduction to the city of Omaha.



His record as superintendent of street cleaning and maintenance was a sufficient guarantee of his interest in our city's welfare; as superintendent of police, sanitation and public safety, his record has been built on the same architecture as his plans were drawn when he started out in his first position given him under the commission form of government.

## James C. Dahlman

CANDIDATE  
FOR CITY  
COMMISSIONER



Election  
May 4th

The votes of the people of Omaha, "whose confidence I have never betrayed," will be appreciated on May 4th.